WE CLAIM●

1. A contents rendering control method for tailoring of electronic data by which contents to be reproduced or distributed are represented, wherein:

the electronic data is prepared in which control information has been embedded as digital watermarks to specify the application of predetermined filtering to predetermined parts thereof, the contents rendering control method comprises:

in advance of reproducing contents from the electronic data or distributing the electronic data,

a control information detecting step to detect the control information from the electronic data; and

a filtering execution step to apply the predetermined filtering to the predetermined parts of the electronic data in accordance with the control information detected.

2. A contents rendering control method for tailoring of electronic data by which contents to be reproduced or distributed are represented, wherein:

the electronic data is prepared in which control information has been embedded as digital watermarks within at least one of a plurality of blocks into which the electronic data is disassembled, the control information specifying the application of predetermined filtering to a part of the contents corresponding to the block in which watermark has been embedded or a plurality of blocks including the block; the contents rendering control method comprises:

in advance of reproducing contents from the electronic data or distributing the electronic data,

a control information detecting step to check each of the plurality of blocks to detect whether control information is embedded therein as digital watermark information and detect control information, if detected, out of there; and

a filtering execution step to apply predetermined filtering to the block from which control information has been detected by the control information detecting step or a plurality of blocks including the block.

3. A contents rendering control method for tailoring of electronic data by which contents to be reproduced or distributed are represented, wherein:

the electronic data is prepared in which control information has been embedded as digital watermarks within at least one predetermined portion thereof, the control information specifying the application of predetermined filtering to any pre-defined portions thereof; the contents rendering control method comprises:

in advance of reproducing contents from the electronic data or distributing the electronic data,

a control information detecting step to detect the control information embedded as digital watermark information from the predetermined portion of the electronic data; and

a filtering execution step to apply predetermined filtering to the portions of the electronic data as specified by the control information detected by the control information detecting step.

4. A contents rendering control method according to claim 1, wherein:
the control information includes one or more items of level information for determining
whether predetermined filtering specified by the control information is applied to specific
parts of the contents; and
the filtering execution step determines whether predetermined filtering specified by the
control information is applied to specific parts of the contents, based on one or more items of
the level information included in the control information.

5. A contents rendering control method according to claim 4, wherein:
the level information is the information about the level of the contents user; and
the filtering execution step compares the level of the contents user specified by the level
information included in the control information and the level of the contents user specified by
the information that the contents user has registered and thereby determines whether
predetermined filtering specified by the control information is applied to specific parts of the
contents.

6. A contents rendering control method according to claim 4, wherein:
the level information is the information about the level of the contents distributor; and
the filtering execution step compares the level of the contents distributor specified by the level
information included in the control information and the level of the contents distributor that
is distributing the electronic data in question and thereby determines whether predetermined
filtering specified by the control information is applied to specific parts of the contents.

7. A contents rendering control method according to claim 4, wherein:
the level information is the information about a predetermined period of use of the contents;
and
the filtering execution step compares the period specified by the level information included in
the control information and the current date and thereby determines whether predetermined
filtering specified by the control information is applied to specific parts of the contents.

8. A contents rendering control method according to claim 4, wherein:
the level information is the information about the maximum number of times the contents are
replayed; and
the filtering execution step compares the maximum number of times the contents are replayed
as specified by the level information included in the control information and the number of
times the contents user has replayed the contents from the electronic data in question and
thereby determines whether predetermined filtering specified by the control information is
applied to specific parts of the contents.

9. A contents rendering control method according to claim 5, wherein:

the level information is region information; and

the filtering execution step compares the region specified by the level information included in the control information and the region where the contents user resides and thereby determines whether predetermined filtering specified by the control information is applied to specific parts of the contents.

10. A contents rendering control equipment to reproduce contents from electronic data by which contents are represented, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks to specify the application of predetermined filtering to predetermined parts thereof;

the contents rendering control equipment comprises:

a control information detecting section to detect the control information from the electronic data; and

a filtering execution section to apply the predetermined filtering to the predetermined parts of the electronic data in accordance with the control information detected.

11. A contents rendering control equipment to reproduce contents from electronic data by which contents are represented, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks within at least one of a plurality of blocks into which the electronic data is disassembled, the control information specifying the application of predetermined filtering to a part of the contents corresponding to the block in which watermark has been embedded or a plurality of blocks including the block;

the contents rendering control equipment comprises:

control information detecting means to check each of the plurality of blocks to detect whether control information is embedded therein as digital watermark information and detect control information, if detected, out of there; and

filtering execution means to apply predetermined filtering to the block from which control information has been detected by the control information detecting means or a plurality of blocks including the block.

12. A contents rendering control equipment to reproduce contents from electronic data by which contents are represented, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks within at least one predetermined portion thereof, the control information specifying the application of predetermined filtering to any pre-defined portions thereof;

the contents rendering control equipment comprises:

control information detecting means to detect the control information embedded as digital watermark information from the predetermined portion of the electronic data; and

filtering execution means to apply predetermined filtering to the portions of the electronic data as specified by the control information detected by the control information detecting means.

13. A contents reproducing equipment to reproduce contents from electronic data by which contents are represented, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks to specify the application of predetermined filtering to predetermined parts thereof;

the contents reproducing equipment comprises:

a control information detecting section to detect the control information from the electronic data;

a filtering execution section to apply the predetermined filtering to the predetermined parts of the electronic data in accordance with the control information detected; and

a decoding and reproduction section to decode and output the electronic data to which predetermined filtering has been applied by the filtering execution section, thereby reproducing contents.

14. A contents reproducing equipment to reproduce contents from electronic data by which contents are represented, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks within at least one of a plurality of blocks into which the electronic data is disassembled, the control information specifying the application of predetermined filtering to a part of the contents corresponding to the block in which watermark has been embedded or a plurality of blocks including the block;

the contents reproducing equipment comprises:

a control information detecting section to check each of the plurality of blocks to detect whether control information is embedded therein as digital watermark information and detect control information, if detected, out of there;

a filtering execution section to apply predetermined filtering to the block from which control information has been detected by the control information detecting section or a plurality of blocks including the block; and

a decoding and reproduction section to decode and output the electronic data to which predetermined filtering has been applied by the filtering execution section, thereby reproducing contents.

15. A contents reproducing equipment to reproduce contents from electronic data by which contents are represented, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks within at least one predetermined portion thereof, the control information specifying the application of predetermined filtering to any pre-defined portions thereof;

the contents reproducing equipment comprises:

a control information detecting section to detect the control information embedded as digital watermark information from the predetermined portion of the electronic data;

a filtering execution section to apply predetermined filtering to the portions of the electronic data as specified by the control information detected by the control information detecting section; and

a decoding and reproduction section to decode and output the electronic data to which predetermined filtering has been applied by the filtering execution section, thereby reproducing contents.

16. A contents reproducing equipment according to claim 13, wherein

the control information includes one or more items of level information for determining whether predetermined filtering specified by the control information is applied to specific parts of the contents; and

the filtering execution section compares the level of the contents user specified by one or more items of level information included in the control information and the level of the contents user specified by the information set on the contents reproducing equipment and thereby determines whether predetermined filtering specified by the control information is applied to specific parts of the contents.

17. A contents distribution equipment to distribute electronic data by which contents are represented to a contents user's terminal, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks to specify the application of predetermined filtering to predetermined parts thereof;

the contents distribution equipment comprises:

a control information detecting section to detect the control information from the electronic data;

a filtering execution section to apply the predetermined filtering to the predetermined parts of the electronic data in accordance with the control information detected; and

a distribution execution section to distribute the electronic data to which predetermined filtering has been applied by the filtering execution section to the contents user's terminal.

18. A contents distribution equipment to distribute electronic data by which contents are represented to a contents user's terminal, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks within at least one of a plurality of blocks into which the electronic data is disassembled, the control information specifying the application of predetermined filtering to a part of the contents corresponding to the block in which watermark has been embedded or a plurality of blocks including the block; the contents distribution equipment comprises:

a control information detecting section to check each of the plurality of blocks to detect whether control information is embedded therein as digital watermark information and detect control information, if detected, out of there;

a filtering execution section to apply predetermined filtering to the block from which control information has been detected by the control information detecting section or a plurality of blocks including the block; and

a distribution execution section to distribute the electronic data to which predetermined filtering has been applied by the filtering execution section to the contents user's terminal.

19. A contents distribution equipment to distribute electronic data by which contents are represented to a contents user's terminal, to which:

the electronic data is supplied in which control information has been embedded as digital watermarks within at least one predetermined portion thereof, the control information specifying the application of predetermined filtering to any pre-defined portions thereof; the contents distribution equipment comprises:

a control information detecting section to detect the control information embedded as digital watermark information from the predetermined portion of the electronic data;

a filtering execution section to apply predetermined filtering to the portions of the electronic data as specified by the control information detected by the control information detecting section; and

a distribution execution section to distribute the electronic data to which predetermined filtering has been applied by the filtering execution section to the contents user's terminal.

20. A contents distribution equipment according to claim 17, wherein:

the control information includes one or more items of level information for determining whether predetermined filtering specified by the control information is applied to specific parts of the contents; and

the filtering execution section compares the level of the contents user specified by one or more items of level information included in the control information and the level of the contents user specified by the information that has been registered after being received from the contents user's terminal and thereby determines whether predetermined filtering specified by the control information is applied to specific parts of the contents.

21. A contents distribution equipment according to claim 17, wherein:

the control information includes one or more items of level information for determining whether predetermined filtering specified by the control information is applied to specific parts of the contents; and

the filtering execution section compares the level of the contents distributor specified by one or more items of level information included in the control information and the level of the contents distributor that is distributing the electronic data in question as specified by the information set on the contents distributor's terminal and thereby determines whether predetermined filtering specified by the control information is applied to specific parts of the contents.

22. A program product for tailoring of electronic data by which contents to be reproduced or distributed are represented, whereby:

electronic data is prepared in which control information has been embedded as digital watermarks to specify the application of predetermined filtering to predetermined parts thereof;

the program product comprises:

code to implement a control information detecting step to detect the control information from the electronic data;

code to implement a filtering execution step to apply the predetermined filtering to the predetermined parts of the electronic data in accordance with the control information detected, where the steps are executed in advance of reproducing contents from the electronic data or distributing the electronic data; and

a computer readable medium for embodying the codes.

23. A program product of claim 22, wherein the computer readable medium is a computer readable medium for storing the codes.

24. A program product of claim 22, wherein the computer readable medium is a computer readable medium for transmitting the codes.